



中等职业教育国际商务专业 项目驱动型 教改教材

商务英语听说

SHANGWU YINGYU TINGSHUO

马文冰 主编



机械工业出版社
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附1CD

配助教课件

III. Proverbs.

1. Good wine needs no

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商务英语听说

主 编 马文冰

副主编 苏 悦 边海宁

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现代英语教学强调的是交际教学法,更加注重对学生听、说能力的培养。本书基于先进的英语教学理论,从学生就业和发展的需要出发,把听与说融合在一起。从教学实践和学生掌握情况来看,这种思路是卓有成效的。

本书分为日常用语、商务流程、相关行业用语三个模块。日常用语模块从找工作开始到办公室英语,进入工作状态后,分别介绍了接机、安排日程、宴请、观光和送别等内容。商务流程模块包括产品介绍、报盘和发盘、定价、支付方式、包装、保险、运输和合同等内容。相关行业用语模块包括会议、会展及营销英语等内容。

本书可作为国际商务专业和商务英语专业的教材,也可作为相关人员的参考用书。

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前言

听力和口语在职业学校的外语教学中一般被当作技能训练来处理。教师更多地把时间放在了阅读和写作的教学上。学生在英语学习中也是重读写、轻听说。这种思想实际上忽略了听力在四项技能中的重要作用。

英语是表音文字,与表意文字,如中文,有很大的差别。如果说中文是用眼睛来学的,那么英语就应该用耳朵来学。现代英语教育理论认为,人的头脑对语音的记忆能力和识别能力往往大于对文字的认读能力。储存在头脑中的语音信息,写出来就是文章,说出来就是口语。识读的文字与头脑中的语音相匹配,则能理解所读的词句及文章,反之,则会出现阅读困难。

听英语的过程大概都是从识别单词开始的,再由单词扩展到词组和句子。本书的编写就遵循着这个规律:首先,将生词或重点词放在句子中,让学生辨音;接下来,让学生在熟练识别单词的基础上识别句子;最后,把重点句子放在文章中,让学生在正常语速的信息流中,辨别所列出的句子。如果单词是点,句子是线,那么接下来的就是面,即对整个篇章的理解。这样一来,从点到线再到面,逐步突破听力难关。学生的进步也在这个过程中从点到面地展开。由于我们的任务布置得清晰、明确,而且任务量不大,同学时刻可以感受到自己的进步,很有成就感。

听的目的不仅是为了应付考试,而且是为了完成工作任务,进行功能交际。口语的训练一方面要强调对语言的记忆能力,另一方面要强调将一些记住的资料重复出来,在不断的模仿练习中培养说英语的能力和兴趣。我们认为,英语的听和说是一个硬币的两面,听是输入,说是产出,二者相互联系、密不可分。现代英语教学强调的是交际教学法,更加注重对听说能力的培养。

本书的另一个特点是紧紧围绕着课文,听力与口语穿插进行,让学生将听到的东西重复出来,先重复单词和句子,待掌握全文之后,则让学生自由表达思想。比如,每个单元有 Part A~F6 个部分。Part A 是将单词放在句子中识别,Part B 是对话,是核心部分。我们先让学生在课文中听出重点句型并进行口语训练,然后回答由“5W+H”构成的简单问题。学生完全理解课文后,在 Focus in 部分,可自由表达(程度差一些的同学通过重复课文原句也能完成任务,程度好的同学还可在 Role play 中展现才华)。

听力是很让学生头痛的一项能力,在源源不断的话语面前,他们往往束手无措,一句跟不上,句句跟不上。我们采用最新的编排方式,使学生在教师的引领下,循序渐进,不再畏惧,稳扎稳打。为了能更好地完成教学任务,我们建议学校每周安排四节课,共计 18 个教学周完成对本书的学习。

除了对上述教学理论的考虑外,我们在编写的过程中还考虑到学生未来的发展。同学们走出校园、面向社会的第一步,就是要在用人单位的面试过程中展露风采,找到一份可心的工作。能不能听懂对方的发问,能不能在短时间内迅速作出反应,

把谈话进行下去,成为英语面试的核心问题。所以,我们把快速应答作为编排元素之一。对所听资料进行快速反应的要求散见于各个部分的编写中。

从学生的长远发展考虑,如果要在国际商务领域发展,全国商务证书中的外销员资格证书、商务英语资格证书是必不可少的。即便货代员、制单员的考试也离不开英语。前面提到的两个考试均把口语作为重要的考试科目之一,如果成绩不合格,则不能取证。这符合行业的涉外特色,也是商务英语教学的终极目标,即学以致用要求。每单元 Part D 中的中英文互译(II、III)就是外销员的考试形式,我们要求编者至少选两句考试大纲中的原题。

本书由马文冰担任主编,苏悦、边海宁任副主编,高红梅、龚丽、黄丽娟、蒋智敏、李爱华、梁剑峰、郁青、张春华、张静和张小妮参与各单元的编写。

本书是我们教学经验的总结,也是我们学习现代教学思想并付诸于教学实践的尝试。由于水平有限,难免有不妥之处,敬请各位同行勘正。

编者

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Module 1

Everyday English

▶▶ Unit 1 Finding a Job





Part A Words and Expressions

I. The following words and expressions are often used for an interview, please read and remember them.

1. personnel	[ˌpəːsəˈnel]	<i>n.</i> 人员, 人事
2. major	['meɪdʒə]	<i>n. & v.</i> 专业, 以……为专业
3. joint-venture		<i>adj.</i> 合资的
4. experience	[iks'piəriəns]	<i>n.</i> 经验
5. bilingual	[baɪ'liŋgwəl]	<i>adj.</i> 双语
6. deal with		应付, 处理
7. strength	[streŋθ]	<i>n.</i> 优点, 强项, 力量
8. weak points		<i>n.</i> 缺点
9. stubborn	['stʌbən]	<i>adj.</i> 固执的, 倔强的
10. insistence	[ɪn'sɪstəns]	<i>n.</i> 坚持 (强调, 坚决主张)
11. compromise	['kɒmprəmaɪz]	<i>n. & v.</i> 妥协
12. determine	[dɪ'tɜːmɪn]	<i>v.</i> 确定, 计算
13. clerical	['klerɪkəl]	<i>adj.</i> 文书或办事员的
14. standard	['stændəd]	<i>n.</i> 标准
15. interview	['ɪntəvjuː]	<i>n. & v.</i> 面谈, 访问, 接见

II. Please make out the words in the following sentences.

1. I _____ English.
2. I had a part-time job for two months at a local _____ company as a secretary.
3. But you know we are looking for a _____ secretary.
4. What is your greatest _____?
5. Sometimes it sounds a little stubborn but I am now trying to find a balance between _____ and _____.
6. I'd like to ask about the _____.
7. We'll be letting you know the result of the _____ sometime next week.

III. Can you say it again? Please read after the tape.

1. I major in English.
我的专业是英语。
2. I had a part-time job for two months at a local joint-venture company as a



secretary.

我在当地的一家合资公司兼职做了两个月的秘书工作。

3. But you know we are looking for a bilingual secretary.
但我们在招的是双语秘书。
4. What is your greatest strength?
你最大的长处是什么?
5. Sometimes it sounds a little stubborn but I am now trying to find a balance between insistence and compromise.
有时候,听起来似乎是有点固执,但我正试图在坚持与妥协中找到平衡。
6. I'd like to ask about the salary.
我想问一下薪酬。
7. We'll be letting you know the result of the interview sometime next week.
我们将在下周通知你面试的结果。

Part B Sample Talk

I. Shout it out or tick it off: can you recognize the sentences we have learned in the dialogue? When you hear the right sentence, just shout it out or tick it off.

1. I major in English.
2. I had a part-time job for two months at a local joint-venture company as a secretary.
3. But you know we are looking for a bilingual secretary.
4. What is your greatest strength?
5. Sometimes it sounds a little stubborn but I am now trying to find a balance between insistence and compromise.
6. I'd like to ask about the salary.
7. We'll be letting you know the result of the interview sometime next week.

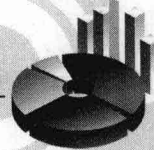
II. Please listen to the dialogue again and answer the following questions.

1. Who are they? What are their names?
2. What are they doing?
3. Where does B live?
4. Which university did B graduate from?
5. When will B get the result of the interview?

Dialogue

(John Smith, the personnel manager, is interviewing Ann Huang, a student from Beijing Normal University. A: John Smith, B: Ann Huang.)

- A: Come in. I am John Smith, the personnel manager. How do you do?
B: My name is Ann Huang. How do you do?
A: Please sit down.
B: Thank you.
A: I'd like to ask you some questions, Miss Huang. Where do you live?
B: The East District.
A: Which university did you graduate from?
B: Beijing Normal University.
A: What is your major?
B: I major in English.
A: I see. Have you taken any business classes or anything?
B: Yes. I've studied in a computer training program and a Business English Program.
A: Have you ever worked in an office before?
B: Yes, I had a part-time job for two months at a local joint-venture company working as a secretary.
A: Oh, really?
B: Yes, it was a very interesting experience.
A: So, what did you do? Office work?
B: Yes, mostly typing and answering the phones.
A: OK. But you know we are looking for a bilingual secretary. What interests you most about this job?
B: Well, for me the most important thing is to find work where I can meet and deal with people from other cultures.
A: What is your greatest strength?
B: I think I am very good at planning. I manage my time perfectly so that I can always get things done on time.
A: What are your weak points?
B: When I think something is right, I will stick to that. Sometimes it sounds a little stubborn but I am now trying to find a balance between insistence and compromise.
A: I see. Good. Now, do you have any questions you'd like to ask me about company?
B: Yes, I'd like to ask about the salary. How is it determined?
A: Well, all the new clerical employees begin at a standard salary of RMB 600 per month. Then, after a training period of three months, you are given an



assignment, and then you would get a higher monthly salary. Any more questions?

B: No, thank you. I'm sorry to have taken so much of your time.

A: Not at all. Very glad to have met you. We'll be letting you know the result of the interview sometime next week. Thank you very much for coming.

B: Thank you for your time, Mr. Smith.

A: You're welcome. Good-bye.

B: Bye-bye.

III. Read the dialogue and then practice in pairs.

IV. Focus in.

1. When you want to tell the interviewer your educational background, you should start with:

当你想告诉面试官你的教育背景时，你可以这样开始：

2. If you want to introduce your working experience, you can say:

如果你想说明你的工作经历时，你可以这样说：

3. When you want to introduce your ability and capability, you should say:

当你想说明自己的能力和技能时，你可以这样说：

4. If you want to explain motives of interview, you should ask:

如果你想说明你的面试动机时，你可以这样说：

5. When you want to end the interview, how can you make a good close:

当你想结束面试，怎样以一个好的结尾收场：

Part C After-class Practice

I. Oral practice: please answer the following questions.

1. What are they doing?
2. Has B taken any business classes or anything?
3. Which kind of secretary does A looking for?
4. What makes B interested in this job?
5. What is B's greatest strength?

6. What are B's weak points?
7. How long will the employee get higher salary? And how?
8. When will B get the result of the interview?

II. Role play.

1. Can you act out the dialogue we have just learned?
2. Please make up a new dialogue in a new situation.

Situation: A, Susan, 在一所学校从事教师工作, 但是对工资不太满意。她想离开学校去公司找工作。她获悉 ABC 公司正在招聘办公室职员, 所以参加了该公司组织的面试。现在她正与公司人事部经理 B, Peter 交谈并回答相关的问题。

Bank of useful sentences.

1. I wish to apply for the job you are offering in today's China Daily.
本人希望获得贵单位在今天的《中国日报》上所提供的工作。
2. Would you tell me something about your educational background and experiences?
能先谈谈你的教育背景和经历吗?
3. I was born in this city and had my college education at Nanjing University.
我出生于这座城市, 在南京大学念的大学。
4. What interests you most about this job?
对于这份工作你最感兴趣的是什么?
5. Have you had any experience with office work?
你有办公室工作的经验吗?
6. How much salary would you expect in our company?
你期望的工资是多少?
7. I can use the fax and duplicator.
我会使用传真机和复印机。
8. I'm sorry to have taken so much of your time.
很抱歉占用你这么多的时间。

Part D Listening Practice

I. Listen and complete the following dialogue.

- A: I came in answer to your advertisement for a 1.
- B: I see. Will you walk this way, please?
- B: What 2 have you had?
- A: I'm afraid I haven't had any experience in just this sort of work. I'm studying business administration in college. I want to get a job that would tie in with



my studies.

B: Have you got any selling experience at all?

A: I worked in a 3 in a small town last summer vacation.

B: What 4 did you like most at university?

A: I like sales strategies most.

B: Now tell me about your educational background.

A: I graduated from Beijing College of Commerce. I majored in 5.

B: What would you like to work with us?

A: It's a job interested in, and your company is one of the best known. Although I have no work experience as a salesperson, the job 6 you sent was very interesting. It's a job I've been dreaming of since I was at university.

B: Do you know anything about this company?

A: Yes, a little. As you mentioned just now, yours is an American 7 company. As far as I know, your company is a world famous one which produces 8 products.

B: In what department did you work?

A: I was in 9 Department.

B: Have you got an excellent 10 in English?

A: Yes, I think I can manage English conversations with American staff members.

II. Listen to the tape and say it again.

1. I want to apply for the position advertised in "China Daily" on July 18.
2. I feel I can fill the vacancies you have.
3. To get used to a new circumstance isn't too difficult to me.
4. I worked as a receptionist for five years at Beijing Hotel.
5. Excuse me, where is the personnel manager's office?

III. Translate the following sentences into Chinese orally.

1. I want to apply for the position (*n.* 职位) advertised in "China Daily" on July 18.
2. I feel I can fill the vacancies (*n.* 空缺) you have.
3. To get used to a new circumstance (*n.* 环境) isn't too difficult to me.
4. I worked as a receptionist for five years at Beijing Hotel.
5. Excuse me, where is the personnel manager's office?

IV. Translate the following sentences into English orally.

1. 请问, 人事办公室在什么地方?
2. 适应新环境对我来说并不太难。

3. 我知道这种工作是要求很严的工作。
4. 我认为我可以填补贵公司的空缺。
5. 你为什么对我们的工作感兴趣?

Part E Extra Exercises

I. Reading practice.

Application for a Position of Office Assistant

3 Xiangya Yuan
Chaoyang District
Beijing, 100029
July 20, 2007

Human Resource Dept.
ABC Company
Xuanyuan Road, Beijing 100081

Gentlemen,

I want to apply for the position advertised in *China Daily* on July 18. I feel I can fill the vacancies you have.

I am 20 years old. After graduating from high school, I took a three-year business course in one of the best commercial schools in Beijing, studying both rapid bookkeeping and typewriting. Since graduating from business school, I have worked for two years in a department store where I am now employed, I now wish to enter an office where the work requires greater responsibility and judgment than here, and where there is more opportunity for advancement. I am young and energetic and maintain good interpersonal relations. I mention these because I know my line of work is a demanding one and I am willing to show that I can face up to any challenge placed before me.

Should this application meet with your favorable consideration, I will do my utmost to satisfy the confidence you may repose in me, I am looking forward to hearing from you as soon as possible.

Faithfully yours,
Li Mei

- Encls: (1) My resume
(2) My academic record
(3) 2 recent photos



II. Please answer the following questions.

1. What does Li Mei apply for?
2. Where did she graduate from?
3. Where is she working now?
4. Why does she want to change her job?

III. Please retell the passage in pairs.

Part F

I. Vocabulary.

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|------------------|------------------------------|
| 1. advertise | <i>n.</i> 登广告 |
| 2. commercial | <i>adj.</i> 商业的, 贸易的 |
| 3. judgment | <i>n.</i> 判断, 审判 |
| 4. advancement | <i>n.</i> 提升, 进步 |
| 5. energetic | <i>adj.</i> 精力充沛的, 积极的 |
| 6. maintain | <i>vt.</i> 维持, 维护 |
| 7. interpersonal | <i>adj.</i> 人际的 |
| 8. line | <i>n.</i> 行业 |
| 9. challenge | <i>n. & v.</i> 挑战, 向……挑战 |
| 10. utmost | <i>n. & adj.</i> 极限, 极度的 |

II. Notes.

1. I feel I can fill the vacancies you have.
我认为本人可以填补贵公司的空缺。
2. Studying both rapid bookkeeping and typewriting.
学习速记和打字。
3. I now wish to enter an office where the work requires greater responsibility and judgment than here, and where there is more opportunity for advancement.
现在, 本人希望进入一家公司, 干一些责任更重大、更有决定权的工作, 并有升职的机会。
4. I know my line of work is a demanding one.
我知道我的这种工作(行业)要求是很严的。
5. I will do my utmost to satisfy the confidence (*n.* 信心, 信任) you may repose in me.



本人将竭诚工作，以不辜负公司的厚望。

III. Guide to grammar.

1. apply for sth. 申请

You should apply for that job immediately, in person or by letter.

你应该立即申请那份工作，亲自去也好，写信也好。

2. do one's utmost 尽全力，竭力

I did my utmost to stop them.

我已竭尽全力去制止他们。

3. repose ... in sb./sth. 把……寄托于某人或某物

The parents have reposed all their hope in their children.

这对父母把所有的希望都寄托在他们自己的孩子身上了。

4. repose confidence in sb. 信赖某人

He reposed too much confidence in her promises.

他过于相信她的诺言。

IV. Proverbs.

1. Power invariably means both responsibility and danger.

实力永远意味着责任和危险。

2. Jack of all trades, master of none.

百艺不如一艺精。

V. Tongue twisters.

1. Mr. Cook said to a cook: "Look at this cook-book. It's very good." So the cook took the advice of Mr. Cook and bought the book.
2. A snow-white swan swiftly to catch a slowly-swimming snake in a lake.